From:	Rellen Hayes
To:	Tucker-Potter, Stacy
Cc:	Hughes, Ernie; Monise Brabham
Subject:	Directory Project - Marketing Plan
Date:	Wednesday, September 11, 2019 10:12:56 AM
Attachments:	MarketingPlanTrumanState.xlsx Project Statistics 09112019.docx

Morning Stacy,

For your reference, attached is the marketing outreach plan with approximate dates for sending postcards and emails. We were planning to move Email 2 up to this week, if possible, because alumni are responding well. So far, we've spoken with 1,842 alumni. The reason I say approximate dates is because we need some flexibility to control the number of emails going out based on our call center capacity and the response rate so alumni aren't sitting on hold when they call in. I've also included a key stats report for your project.

P.S. I will ask our Data Team to pull the Opt Out numbers for you.

Best,

Rellen

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